

Master the **Art of Listening**

One thing most people can agree on is that they want to be **listened to** and **not just heard**.

Although the difference might seem subtle, it can make a world of difference to your clients.



Clients have three things on their mind:

- 1. Can I trust you?**
- 2. Are you good at what you do?**
- 3. Do you care about me?**

When you are actively listening to what people are saying, you answer these top questions and learn how they want to be served.

Listening is an art and if its new to you, that's ok! We're here to teach you the skills you need to listen effectively and boost your communication skills.



Ask Questions

It's easy to assume that we know what our clients want. It's much more difficult to ask questions, actively listen and repeat. The more questions you ask your clients, the more you learn about them and can better serve them.

“Wisdom is the reward you get for a lifetime of listening when you would rather have been talking.”

— Aristotle



Listen Deeper

When you're listening to someone, it's important to listen to the message behind their words. Listen to their emotions; this is where you'll find what the person is really saying. How did your client feel in their previous home? What did they love about it? What did they dislike? Collect that information and link it to the home you believe matches their needs and preferences.


***“When people talk, listen completely.
Most people never listen.”***


— Ernest Hemingway





Break Bad Listening Habits


To be an effective listener, there are a few common habits¹ you will want to look at:

 **The ATM Habit:** Which involves the automatic telling of your own story in response to someone else telling their story. This habit often leaves the other person feeling unheard and waiting to finish the story they started. The next time you feel the urge to share your story when someone else is speaking, try not to share it – it'll feel good to allow the person to have that moment.

 **The FAR Problem:** FAR is an acronym for formulating a response, more accurately forming a response while the other person is talking. Believe it or not, the person can usually tell you're thinking of something else and not truly listening to their needs. Allow yourself to be present while you're listening, and your response will come naturally.

 **Mr. (or Mrs.) Fix It:** When someone wants to vent about their day, it's easy to want to help the person and offer solutions to fix their “problem” without them asking you to. Even with the best intentions, this habit can leave the person feeling unheard. Unless they ask you specifically for help, just lend a listening ear.

 **Me, Me, Me:** Listening has a lot to do with the person who is talking. You want to listen to their stories, concerns and needs. Unless the speaker is talking about you, try to avoid steering the conversation to yourself. Allowing the other person to speak freely shows them that you care and that you're listening to them.

 **Mind Reading:** This habit is easy to slip into, especially when working with the same type of clients. The conversation feels similar, but not all clients have the same needs. When listening to them try not to assume that you know their intentions or what they meant by something. Instead, ask them to clarify any information that may have confused you.



One of the most important things that we can give to one another is our attention.

Becoming an effective listener can help strengthen your relationships, your career and most importantly you.

Looking for more ways to unlock the best version of yourself?

Join Master Motivator Brian Buffini at the **Buffini & Company MasterMind Summit**, designed to inspire, motivate and challenge your way of thinking so that you can master the next chapter of your life.

Source:

1 Shapiro, Stephen. *Listening for Success: How to Master the Most Important Skill of Network Marketing*. Chica Publications, 2000.